



REGIONAL NEWS RELEASE

United States Department of Agriculture
NATIONAL AGRICULTURAL STATISTICS SERVICE
MOUNTAIN REGIONAL FIELD OFFICE
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FOR IMMEDIATE RELEASE
August 17, 2020

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NATIONAL FARMERS MARKET MANAGERS

UNITED STATES HIGHLIGHTS

In 2019, Farmers Market Managers operated 8,140 farmers markets. The largest number of markets operated during June through September. The month of July was the highest month of operation, followed closely by August, with 71.9 percent and 71.8 percent, respectively. Twenty-one percent of the markets operated year round. At 52.4 percent, Saturday was the most common day of operation.

Fruits and vegetables composed the most common food category sold at 99.6 percent of markets, followed by Condiments and sauce at 94.1 percent.

The percent of markets that had locally grown labeling totaled nearly 84.7 percent. Gluten free and Grass-fed had 46.1 percent and 46.0 percent, respectively.

Of the 4,076 markets that accepted Federal Nutrition Programs, 78.7 percent accepted Supplemental Nutrition Assistance Program (SNAP). Of the 4,352 vendors/producers who accepted Federal Nutrition Programs, 66.7 percent accepted Women, Infants and Children's (WIC) Farmers Market Nutrition Program (FMNP), followed closely by Senior Farmers Market Nutrition Program (SFMNP) at 66.3 percent.

On an average market day, 916 households shopped across markets in the U.S. and spent \$14,547 per farmers market.

Farmers Market Managers served as paid employees in 4,321 markets, while in 3,162 they served as volunteers. On average, the paid Farmers Market Managers earned \$18.40 per hour. Managers worked an average of 19.4 hours per week. There were 31,609 volunteers contributing their time across 5,078 markets.

For a full copy of the *National Farmers Market Managers* report please visit www.nass.usda.gov. For state specific questions please contact:

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